International Journal for Innovative Engineering and Management Research
PEER REVIEWED OPEN ACCESS INTERNATIONAL JOURNAL
www.ijiemr.org

A STUDY ON RECRUITMENT AND SELECTION IN HDFC LIFE, HYDERABAD

K.Praveena, R. Sunil kumar,
[1]Student, Department of MBA, Chaitanya Bharathi Institute of Technology, (Autonomous),Proddatur.
[2]Assistant Professor, Department of MBA, Chaitanya Bharathi Institute of Technology, (Autonomous),Proddatur.
kataripraveena54@gmail.com, sunilkumarreddy08@gmail.com

ABSTRACT

Recruitment and Selection is the process by which the job needs have to be identified, the job and job holder requirements defined, the position publicized and the person chosen for the job must appropriate. This method is one of the management's key goals.

Keywords: Tests, Employment, Sources, Application

INTRODUCTION

In today's fast-paced and competitive business environment, organizations are constantly seeking ways to gain a competitive edge and achieve their strategic objectives. One crucial aspect of achieving this goal is having the right people in the right jobs. Recruitment and selection are critical human resource management functions that enable organizations to identify, attract, and hire top talent.

Effective recruitment and selection processes are essential for ensuring that an organization has a skilled and competent workforce. This, in turn, can lead to improved productivity, better decision making, and enhanced overall performance. Conversely, poor recruitment and selection practices can result in the hiring of under qualified or unsuitable candidates, leading to decreased productivity, increased turnover, and significant costs.

LITERATURE REVIEW

Recruitment and selection are the two phases of the employment process but there is a difference between them. The first is the process of searching the candidates to fill identifies vacant and stimulating them to apply for jobs in the organization while the later involves the series of steps by which the candidates are screened in order to choose the most suitable persons for vacant positions. The basic aim of recruitments is to create collection of talent candidates to enhance selection of best candidates for the organization, by attracting more and more prospective employees to apply in the organization while the basic purpose of selection process is to choose the right candidate to fill the different positions in the organization.

According to Edwin B. Flippo, (1979) "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization".

DeSanctis (1986), in his research paper defined HRM as "a specialized information system

within traditional functional areas of the organization, designed to support the planning, administration, decision- making, and control activities of human resource management".

Years later, Haines and Petit (1997) specified HRM as a system applied within an organization to obtain, store, manage, analyse, search and distribute human resource.

Information Bharat (1992) said that Indian women continue to bear the burden of household responsibilities regardless of their employment status. Desai found that Indian women tend to impose restrictions on their career aspirations or personal achievements for family reasons.

Delery and Doty (1996) argued that providing students with a greater awareness of employment opportunities, and equipping them with the ability to be proactive in approaching potential employers, will lead to more effective career self-management and selection processes.

Schmidt 1998). Chris Piotrowski and Terry Armstrong say that in their article that around all the organizations are using traditional recruitment sources and 30% of organizations are screening candidates honestly.

According to SHRM (Society for Human Resource Management) says that 15% joined in the organizations are placing false resume. Some of the employers select the candidates with discrimination was not supposed to be done in the organization.

Objectives

✓To know and understand the process of recruitment and selection in HDFC Life.

✓To know the employee perception towards recruitment process.

✓To know various methods of selection procedures adopted by HDFC Life.

✓To find out the effectiveness of existing recruitment and selection procedures.

✓To know, the company which type of factors have to be considered for reducing employee turnover.

Need for the study

1. To increase the effectiveness of different recruiting techniques and sources for all types of job applicants in the organization.
2. To identify the various sources of recruitment.

3. To obtain the number and quality of employees that can be selected in order to help the organisation to achieve its goals and objectives.

Research methodology

Research is a systematic investigation into a subject or topic to discover or revise facts, theories, or applications. It involves collecting and analysing data, identifying patterns and relationships, and drawing meaningful conclusions. Research may be a common parlance referred to ask a Knowledge.

Research design

A research design used in the study is "descriptive research".it included surveys and fact finding enquiries of different kinds. The main characteristics of these methods are that the researcher has no control over the variables. He/ She can only report what is happening.in this, we get information from most accessible population.

The research instrument that is used in this study is a "questionnaire". A questionnaire consists of a set of questions presented to the respondents for their answers.

Sampling design

Research methods: sample survey methods Population size : 700
Sample size 100

Tools used for data collection: structure questionnaire Statistical tool: simple percentage

Sources of data collection

The primary method of data collection is the questionnaire method.

The secondary source used to collect data is the company's websites to know the company's policy.

Data Analysis

The purpose of this data analysis is to examine the effectiveness of the current recruitment and selection processes at HDFC Life. The analysis is based on data collected from various sources, including surveys, interviews, and organizational records. The data analysis used a mixed-methods approach, combining both qualitative and quantitative methods.

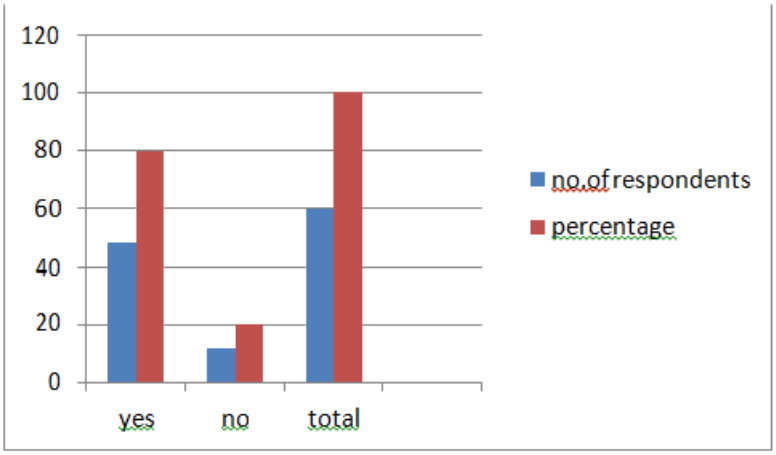
Questionnaire

1 . When employees were questioned about whether they received the role they requested, the following replies were obtained.

Options	No. of respondents	percentage
Yes	48	80

International Journal for Innovative Engineering and Management Research
PEER REVIEWED OPEN ACCESS INTERNATIONAL JOURNAL
www.ijiemr.org

No	12	20
Total	60	100

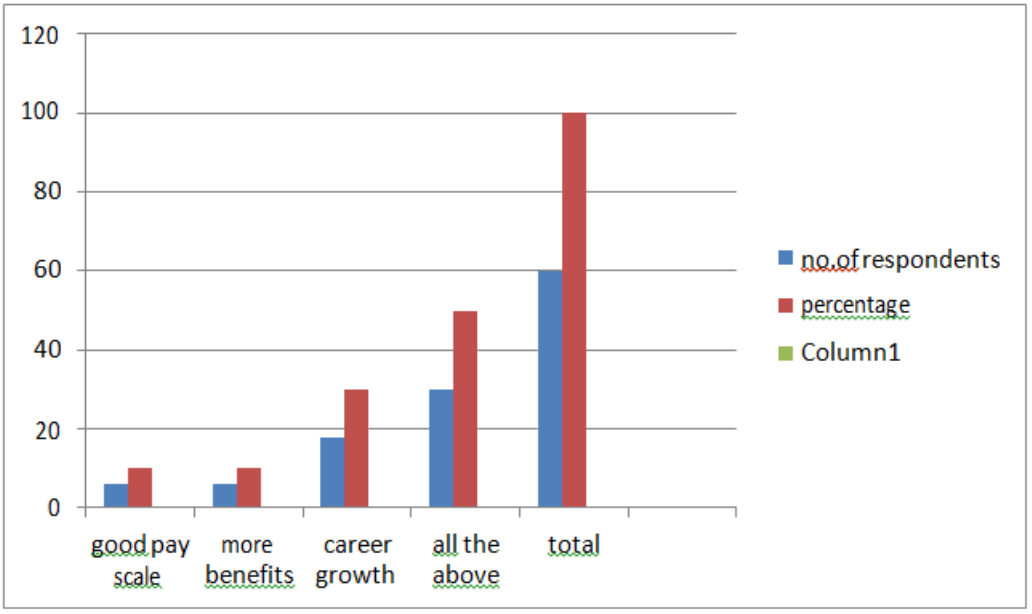


Data Interpretation:

However, there are still some workers who are unhappy with the positions that they have been assigned in the organisation, despite the fact that the vast majority of employees are pleased with the posts that have been assigned to them in the organization. When asked about how they were recruited to work for the organization, employees provided the following comments when questioned about the process.

2 . When asked about how they were recruited to work for the organization, employees provided the following comments when questioned about the process.

Options	No. Of Respondents	Percentage
Open Competition	45	75
Recommendations	0	0
Employment Exchange	0	0
Trade Union Recommendations	0	0
Consultancy	6	10
Campus Interviews	9	15
Total	60	100



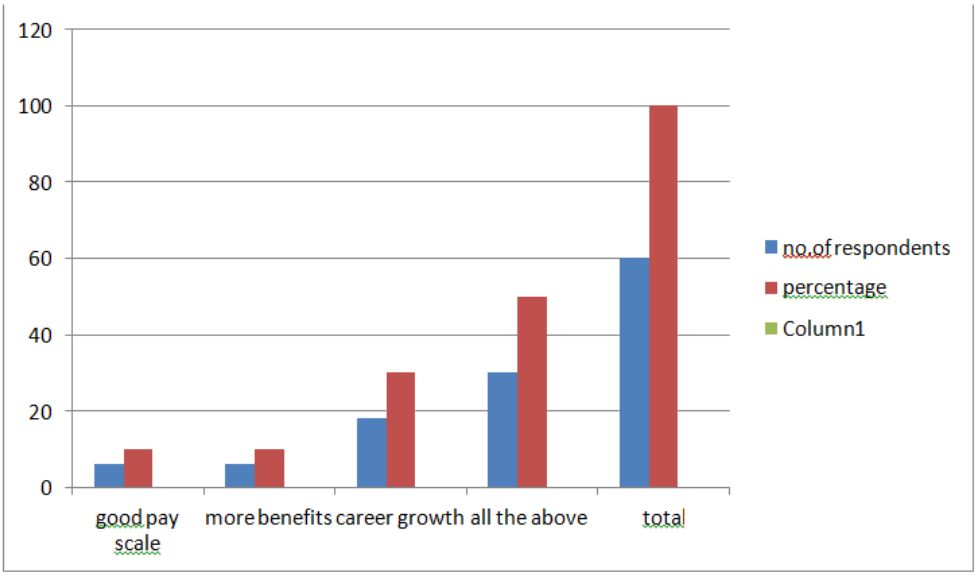
Data Interpretation:

The vast majority of workers were hired via open competition, which is a positive indicator of the company's commitment to maintaining an open and honest recruiting strategy.

3 . When asked the reasons for embarking on this position, employees provided the following responses when questioned about their motivations.

Options	No. Of Respondents	Percentage
Good Pay Scale	6	10
More Benefits	6	10
Career Growth	18	30
All The Above	30	50
Total	60	100

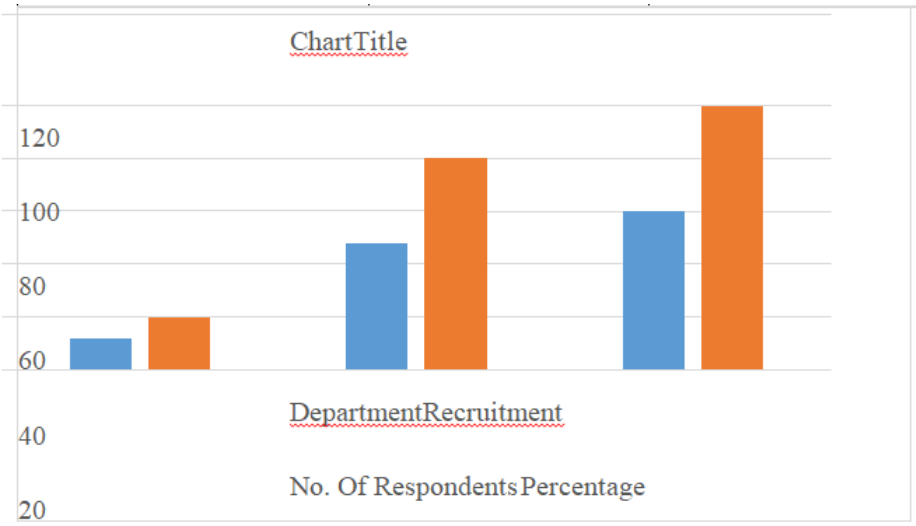
International Journal for Innovative Engineering and Management Research
PEER REVIEWED OPEN ACCESS INTERNATIONAL JOURNAL
www.ijiemr.org



Data Interpretation:

The vast majority of workers here at "Mahavir Group" are of the view that "career growth," "more benefits," and "good pay scale" were the primary motivating elements that led them to accept employment with the company. . Employees were asked about the type of recruitment methodology used in recruitment employees for the responses are in the following way.

Options	No. Of Respondents	Percentage
Centralized	12	20
Department Recruitment	48	80
Total	60	100

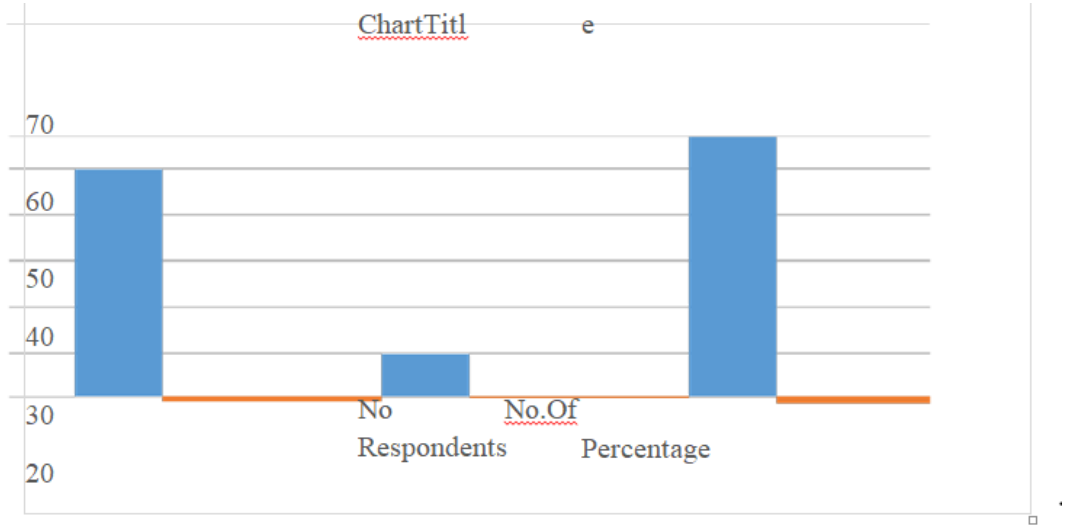


Data Interpretation:

The vast majority of workers are hired via departmental recruitment, which indicates that Mahavir Group adheres to the approach of departmental recruiting for the most majority of its hiring needs.

4 . Does HR provide an adequate pool of quality applicants?

Options	No. Of Respondents	Percentage
Yes	50	83%
No	10	17%
Total	60	100%



Data Interpretation:

The vast majority of applicants are of the opinion that HR maintains a sufficient application pool consisting of excellent individuals.

Findings

- Majority of the employees(65%) are recruited through employee referrals.
- Most of the employees(73%) are satisfied with the recruitment process followed.
- 60% of the employees said that to manpower planning is done yearly and 27% said that it is done by the management based on which the firm does recruitment.
- More than 80% agree that a different selection process is required while selecting different positions and role of a job.

- (67%) of employees say that the current job, and other 33% say that need more training and development.

Suggestions

•Organising more training and development programs to improve the capabilities and to explore themselves.

•The recruiters need to update their knowledge about their clients.

•The company should prefer other sources also apart from employee referrals.

- Some of the employees(27%) are still unhappy with the recruitment process so the organization has to focus it for betterment

Limitations of the study

1. Getting accurate responses from the employees is difficult due to their busy schedule.
2. In some cases data is collected from the company past records.
3. Primary data is time consuming.
4. Sample size is 100 only.

Conclusion

Recruitment and selection are two key parts of the hiring process that allow companies to find and attract the best talent. Recruitment involves getting a job description in front of as many people as possible. Selection involves narrowing down the pool until you're left with the best person for the role.

The recruitment and selection process is a critical function of human resource management that plays a vital role in identifying, attracting, and hiring top talent. This project aimed to examine the current recruitment and selection processes at HDFC Life, identify areas for improvement, and provide recommendations for enhancing the effectiveness and efficiency of these processes.

References:

Magazines:

- Harward business review
- HRM review

Websites:

- www.citehr.co
- www.hrworld.om
- www.entreprenuer.com
- www.dalmia.com
- www.wikipedia.com